

CLAIMS

1. **(Currently Amended)** A processor-executable method for outputting a transformed Web site privacy policy onto a display device, comprising:

receiving one or more user concerns, the one or more user concerns generated from a user concerns interface displayed on a client computer, the user concerns interface having a list of selectable user concerns;

comparing, via a processor, the one or more user concerns with a Web site privacy policy;

identifying specific portions of the Web site privacy policy that conflict with the user concerns;

~~storing~~ transferring the identified specific portions of the Web site privacy policy to a conflict bucket of the client computer, the conflict bucket limited to the specific portions of the Web site privacy policy that conflict with the user concerns; and

~~combining Web site privacy policy onto the display device, wherein the identified specific portions are outputted from the conflict bucket with and the identified specific portions appear before non-conflicting portions of the Web site privacy policy to a user interface, the user interface including a single instance of each element of the Web site privacy policy;~~ and

displaying the user interface onto the display device, the identified specific portions appearing before the non-conflicting portions of the user interface, ~~the conflict bucket containing only the specific portions of the Web site privacy policy that conflict with the user concerns.~~

2. **(Currently Amended)** The processor-executable method as recited in claim 1, wherein the identifying specific portions of the Web site privacy policy that conflict with the user concerns further comprises displaying an icon to the display device ~~further comprising collecting user concerns from a user.~~

3. **(Currently Amended)** The processor-executable method as recited in claim 1, wherein the displaying the user interface onto the display device receives a selection of the icon to display the user interface ~~identifying specific portions of the Web site privacy policy that conflict with the user concerns further comprises displaying an icon to the display device.~~

4. **(Previously Presented)** The processor-executable method as recited in claim 1, wherein:

the Web site privacy policy includes one or more policy statements; and

the comparing further comprises comparing each privacy policy statement with each user concern.

5. **(Previously Presented)** The processor-executable method as recited in claim 1, wherein the privacy policy further comprises a policy file that conforms to P3P (Platform for Privacy Preferences Project) standards.

6. **(Previously Presented)** The processor-executable method as recited in claim 1, wherein the privacy policy is contained in an XML (eXtensible Markup Language) file.

7. **(Previously Presented)** The processor-executable method as recited in claim 1, wherein outputting the Web site privacy policy includes outputting the Web site privacy policy in an XSL (extensible Stylesheet Language) transformation.

8. **(Previously Presented)** The processor-executable method as recited in claim 1, further comprising notifying the user that a conflict exists between the user concerns and the Web site privacy policy file.

9. **(Previously Presented)** The processor-executable method as recited in claim 1, wherein the outputting is performed in response to a user request to display the Web site privacy policy.

10. **(Previously Presented)** The processor-executable method as recited in claim 1, further comprising receiving a user request to initiate a policy analysis.

11. **(Currently Amended)** A Web site privacy policy evaluation and transformation system, comprising:

one or more processors; and

memory having instructions executable by the one or more processors, the memory including:

a user concerns menu to allow a user to enter privacy concern preferences to be used in evaluating a Web site privacy policy file;

a Web browser to allow the user to access one or more network Web sites based on the evaluation of the privacy policy file;

a trust engine for evaluating the privacy policy file, the trust engine enabled to:

notify the user when the network Web site does not contain the privacy policy file,

query the user as to whether the user wishes to continue browsing the network Web site when the network Web site does not contain the privacy policy file,

evaluate the privacy policy file when the network Web site does contain the privacy policy file by comparing the user concerns with the privacy policy file included in a Web site, and

identify specific portions of the privacy policy file that conflict with the user concerns when the network Web site does contain the privacy policy file, and

store the identified specific portions of the privacy policy file to a conflict bucket located at a client computing device;

a transformation module to transform the privacy policy file into a user-centric policy display that emphasizes the specific portions of the privacy policy file that conflict with the user concerns; and

a user interface module to cause the display of the transformed privacy policy file.

12. **(Previously Presented)** The system as recited in claim 11, wherein the trust engine further compares each user concern with each of multiple statements making up the privacy policy file.

13. **(Previously Presented)** The system as recited in claim 11, wherein the Web browser further provides a conflict notification when there is a conflict between a user concern and the privacy policy file.

14. **(Canceled).**

15. **(Previously Presented)** The system as recited in claim 11, wherein the user interface module displays the portions of the privacy policy file that conflict with the user concerns more prominently than the portions of the privacy policy file that do not conflict with the user concerns.

16. **(Currently Amended)** One or more computer-readable media including computer-executable instructions that, when executed on a computer, perform a method of:

- receiving a set of user concerns selected from a list of possible user concerns;
- comparing the set of user concerns with a set of Web site privacy policy statements to determine if a privacy policy statement conflicts with a user concern;
- identifying specific portions of the privacy policy statement that conflict with the user concern;

- adding metadata to the privacy policy statements' internal representation of the conflicting statements, the metadata to trigger additional details within the privacy policy statements to be emphasized during a transforming of the privacy policy statements;

- transforming ~~re-ordering~~ the privacy policy statements to emphasize the additional details within the privacy policy statements via the metadata so that the

~~specific portions of the privacy policy statement that conflict with the user concern appear before the portions of the privacy policy statement that do not conflict with the user concern; and~~

causing the display of the re-ordered privacy policy statements on a display device.

17. **(Original)** The one or more computer-readable media as recited in claim 16, further comprising collecting the set of user concerns from a user.

18. **(Currently Amended)** The one or more computer-readable media as recited in claim 16, further comprising receiving a prompt from a user before executing the comparing, identifying, transforming-ordering, and the causing the display of.

19. **(Previously Presented)** The one or more computer-readable media as recited in claim 16, further comprising providing a conflict notification to a user to inform the user that specific portions of the privacy policy statement that conflict with the user concern have been identified.

20. **(Previously Presented)** The one or more computer-readable media as recited in claim 16, further comprising providing a conflict notification to a user to inform the user that specific portions of the privacy policy statement that conflict with the user concern have been identified, and only performing the causing the display of upon detection of a user response to the conflict notification.

21. **(Canceled).**